

World Market for Consumer Health

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Abstracts

In 2023, the global marketplace for consumer health continued to be impacted by inflation and vacillating consumer demand, which limited innovation and acquisition strategies throughout the year. Nevertheless, strong growth can be found across the industry, from sports nutrition's expansion to lifestyle positionings to the continuing demand for cough and cold remedies in the face of continuing respiratory illness to the rise of multifunctional supplements as a reaction to persistent high prices.

Euromonitor International's World Market for Consumer Health global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction

Global outlook

Leading companies and brands

Leading Companies and Brands

Key trends shaping consumer health

Market snapshots

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